

Kentucky

UNBRIDLED SPIRIT™

Written by Patti Nickell



It's the birthplace of bourbon and the horse capital of the world. A place where the grass is blue and the people, like the horses, have an unbridled spirit. The Commonwealth of Kentucky, with its diverse landscape, ranging from the Appalachian Mountains in the east to the lakes and river-studded peninsulas in the west, can claim many superlatives: the largest explored cave system in the world and the country's largest state resort park system; some of the country's most elite college basketball teams and the "most exciting two minutes in sports" (the Kentucky Derby).

**ERNIE FLETCHER**

Governor of
The Commonwealth of Kentucky

The country's most successful CEOs know the value of effective marketing. That's why Kentucky Governor Ernie Fletcher has overseen a statewide branding project, making Kentucky the first state to brand all areas of government, including tourism and economic development.

"Kentucky Unbridled Spirit" now appears on all state advertisements, signage, Web sites, stationery, brochures and promotional items, and is used as well by local governments and private companies. Use of the brand has extended the state's marketing dollars and has given Kentucky a unique marketing identity.

Brand research after one year has shown that "Kentucky Unbridled Spirit" has become the most recognized state brand in the region.

"Studies reinforced that while horses are Kentucky's most famous symbol, our most important asset is the unbridled spirit of our people," says Governor Fletcher. "Our passion for quality and our love for competition set us apart and make Kentucky the preferred destination for businesses, visitors and anyone looking for a higher quality of life."

www.kentucky.gov



Kentucky boasts the "Grand Canyon of the South" (Breaks Interstate Park on the Virginia border) and the "Gettysburg of the West" (Perryville Battlefield); the Bourbon Trail (the state produces 95% of the world's supply of bourbon); and a trail of another kind — U.S. 23, Country Music Highway, home of the greatest collection of country music luminaries this side of Nashville.

The grass may be blue, but Kentucky businesses are seeing green. Called the new "Auto Alley" for its strong vehicle manufacturing presence, the commonwealth now also offers a burgeoning service sector and a rash of high-tech opportunities.

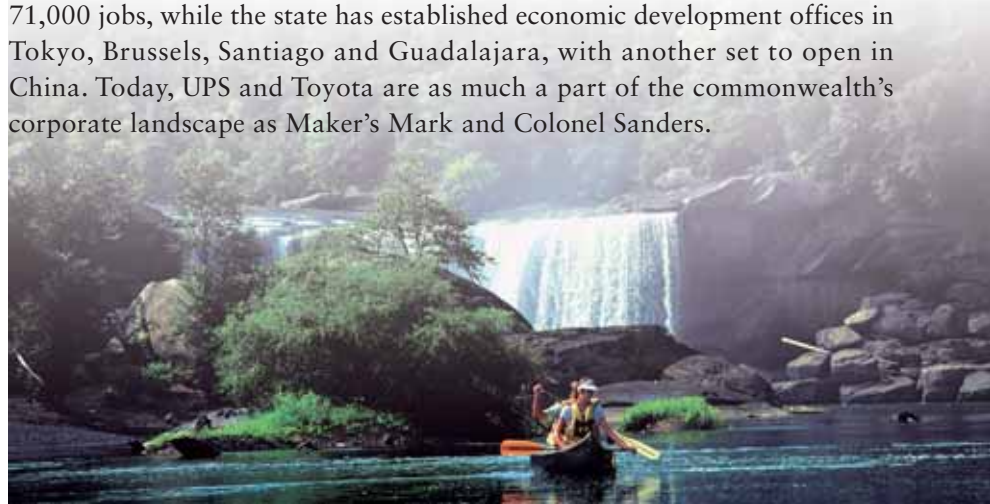
The sun has been shining on "My Old Kentucky Home" for more than two centuries, but in the past two decades, it has been shining just as brightly on the commonwealth's business and industry environment.

Topping the Charts

Kentucky has earned national and international recognition for its hospitable business climate and profitable investment opportunities, including several benchmark citations by *Site Selection* magazine. Kentucky has consistently ranked in the top six, most recently scoring the fourth-place position in the magazine's annual Competitiveness Award, based on ten quantifiable criteria for measuring business expansion activity, and ninth among the states for overall business climate. Additionally, it placed third in the nation for the most micropolitan areas in the magazine's Top 100 Micropolitan Areas Award.

The state's metro areas have gotten their share of recognition as well: Louisville ranked 15th nationally and second in the Midwest in *Entrepreneur* magazine's 2003 list of the top 25 cities for entrepreneurs, and first for small business growth. In *Forbes'* 2004 ranking of the *Best Places for Business and Careers* in the nation's 150 largest metro areas — based on cost of doing business, concentration of college graduates and quality-of-life factors — Lexington ranked ninth, while Louisville and Owensboro also made the list. The Cincinnati area, which includes northern Kentucky, ranked 28th among the Top 40 Locations for Biotechnology in the U.S., according to the November 2003 issue of *Business Facilities*.

These accolades have not gone unnoticed by industry leaders, both on a national level and on a global scale: 21 of the top 25 largest global and U.S. corporations have operations in Kentucky. Foreign enterprises currently have more than 340 facilities located throughout the state, resulting in more than 71,000 jobs, while the state has established economic development offices in Tokyo, Brussels, Santiago and Guadalajara, with another set to open in China. Today, UPS and Toyota are as much a part of the commonwealth's corporate landscape as Maker's Mark and Colonel Sanders.



The Sun Shines Brightly on Businesses in Their “New Kentucky Home”

Some of the largest national and international corporations — UPS, Citi-corp, GE, Amazon.com, Ford, GM and Toyota — have established deep roots in the commonwealth, while a bevy of homegrown companies — Humana, Lexmark, Papa John’s, KFC, Ashland Inc. and Louisville Slugger among them — have become household names around the world. Still other state-based businesses remain under the radar for now, most notably the new class of high-tech startups the state’s universities and research centers are nurturing.

This corporate-centric focus is music to the ears of the Kentucky Economic Development Partnership Board, established in 1992, which combines representatives from the public and private sectors. Eschewing the push and pull of politics that often colors a state’s business climate, the board resolved to make “what you know” a priority over “who you know.” Its efforts have paid off in a big way.

Atlanta-based Jim Medbery, a senior vice president for the site-consulting firm Binswanger Corp., says he speaks regularly with fellow consultants around the country, and the consensus is that Kentucky has a lot to offer. Medbery, who has been involved in locating some 40 major plants in Kentucky, including Land O’Frost Foods and American Greetings, touts the state as having one of the most pro-business climates in the country.

“We think Kentucky has the best incentive program of any of the southeastern states,” he says. “It is very aggressive with regard to corporate tax abatements and other incentive programs that are designed to offset the cost of opening and occupying a facility.”

Medbery’s analysis of Kentucky’s business savvy is shared by Bob Lekites, vice president of Airlines and International Operations at United Parcel Service (UPS). UPS, the world’s largest package-delivery company and its ninth-largest airline, opened its international air hub in Louisville in 1981. The fact that more than 1 million parcels, bound for destinations around the world, move through the hub daily is impressive enough, but the real growth — the boundless potential that Kentucky political and industry leaders have recognized and helped nurture — lies in synchronizing the commerce that all those packages represent.

“The political and business leaders of this state looked beyond the seven airplanes and 250 jobs we originally brought here,” says Lekites. “They were able to see a future where the fabric of the global economy would be held together by a high-tech distribution and logistical system that in 1981 was just being born.”

No one knows better than Kentuckians about the domino effect of having one of the nation’s largest companies set up shop in your backyard. Because of UPS, some 80 companies have



either located in the state or expanded their operations in the past five years, investing more than \$300 million and bringing in approximately 7,000 new jobs. Two companies whose move depended directly on the proximity to the UPS hub are Zappos.com, a Las Vegas-based Internet shoe retailer, which decided four years ago to put a distribution center in Shepherdsville; and Amazon.com, the hugely successful online retailer (with \$7 billion in estimated annual sales), which recently opened a distribution center in Hebron in northern Kentucky, its sixth such center in the state.

Those numbers become even more impressive when you factor in the 20,500 employees of UPS statewide — with more on the way — along with the company's \$1.1 billion expansion of its Louisville hub.

To get an idea of the scope of the project, the UPS Worldport has:

- 4 million square feet under one roof — the equivalent of 88 football fields
- 75 million pounds of steel — three times as much as the Eiffel Tower
- 4,500 miles of fiber-optic cable — enough to stretch from Louisville to Seattle, birthplace of UPS, and back again
- 304,000 packages per hour transiting more than 100 miles of conveyor belts — the distance from Louisville to Cincinnati

It's no wonder some say the UPS air hub will have a greater impact on Louisville than the Ohio River did in the last century.

Hybrids, Health Care and Horses Help Diversify the State's Economy

In the mid-1980s when Toyota, bolstered by a huge demand stateside for its automobiles, began scouting a location for its first American assembly plant, there was no shortage of offers as state after state vied for the multi-billion dollar investment. When all the courting was over, Toyota accepted the commonwealth's proposal, choosing to build its \$4 billion plant — its largest outside Japan — amid the pastoral horse farms of central Kentucky near Georgetown.

This successful partnership has produced two offspring: the company's North American manufacturing headquarters, located in Erlanger, and North American Parts Center, located in Boone County. The passage of legislation creating innovative financial incentives for environmentally friendly products paved the way for the new hybrid Camry to come with a Kentucky pedigree as well.

In 2005, Governor Ernie Fletcher and Toyota officials announced that Toyota would begin building 3,000 to 4,000 of the popular vehicles per month in Georgetown, marking the first time it has produced hybrids in North America, and calling for an additional \$39 million investment in the Georgetown plant.

In fact, the state's entire auto industry continues to grow: in 2004 it was the third-largest producer of cars and the fifth-largest producer of light trucks in the U.S. Not only Toyota, but also Ford and GM have major auto-assembly plants in Kentucky. Nearly 10% of all cars and trucks made in the U.S. are manufactured in Kentucky, with the Corvette plant in Bowling Green being the sole producer of America's premium sports car.

Paducah

Big Business • Kentucky Charm

Paducah's commitment to supporting business, excellent interstate highway, river, rail and air access along with a market of over 125 million people within 600 miles has made Paducah one of the United States' **"top 12 micropolitans."**

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The presence of the major automakers in the state has been a catalyst for luring hundreds of smaller manufacturers that supply the industry. Companies that manufacture brakes, sunroofs, fuel systems, tire rubber and engine components say that Kentucky's central location (it is

"Helping existing companies expand is an essential part of our economic development strategy. Humana's expansion is a major boost for Kentucky's economic engine, as its effects will be felt across the city, region and state."

GENE STRONG
Secretary of the
Kentucky Cabinet for
Economic Development



within several hours' drive of all the other top auto-producing states) is a strong selling point.

It's not just the automotive industry that has found the commonwealth's business climate to be a healthy one. The health care industry is also flourishing in the state, with hospitals in the metropolitan areas consistently named to "best in the U.S." lists. Perhaps the greatest success story in the health care arena is that of a company that originated in Kentucky 44 years ago.

Louisville-based Humana Inc. offers coordinated health insurance coverage and related services to employer groups, government-sponsored plans and individuals, with some 9 million members in 46 states and Puerto Rico. As Kentucky's largest publicly traded company, Humana Inc. contributes significantly to the state's overall economy. That significance got a major boost in June 2005 when Governor Ernie Fletcher, a physician by profession, announced that Humana would expand its operations in Louisville and northern Kentucky, creating 1,375 new jobs and an annual payroll of \$55 million.

The combined \$5.7 million investment will be spread over four locations, three in its headquarter city and one in the northern Kentucky city of Newport, an indication of that region's business vitality.

Hybrids and health care may be Kentucky's future, but the horse industry has been its past, present and future, with Lexington and central Kentucky designated

Photo courtesy Bill Straus



as “the horse capital of the world.” Some 450 Thoroughbred farms dot the bluegrass landscape, and one of the places where it all comes together is at Keeneland Race Course, a National Historic Landmark and the site of two annual race meets as well as the world's richest yearling sales.

“Nationally we are known for our Thoroughbred racing program, but internationally we are a global marketplace for Thoroughbred sales, drawing buyers from Europe, the Middle East, Asia and Australia who are looking to buy the best in the world,” says Nick Nicholson, Keeneland president and chief executive officer.

Just what is it that gives Kentucky its competitive edge and makes it a desirable choice in the global marketplace?

“I always say that if you are looking for the ideal location, electrifyingly low power costs, effective networking and experienced staff, then you're looking for Kentucky,” says Marvin E. “Gene” Strong.

And Strong should know. As head of the Cabinet for Economic Development, he oversees the creation of new jobs and new investment in the state. His success at both is reflected in the 260,605 new jobs and more than \$32 billion in new business investments generated during his 13 years as the state's top economic developer.

To elaborate on Kentucky's recipe for success:

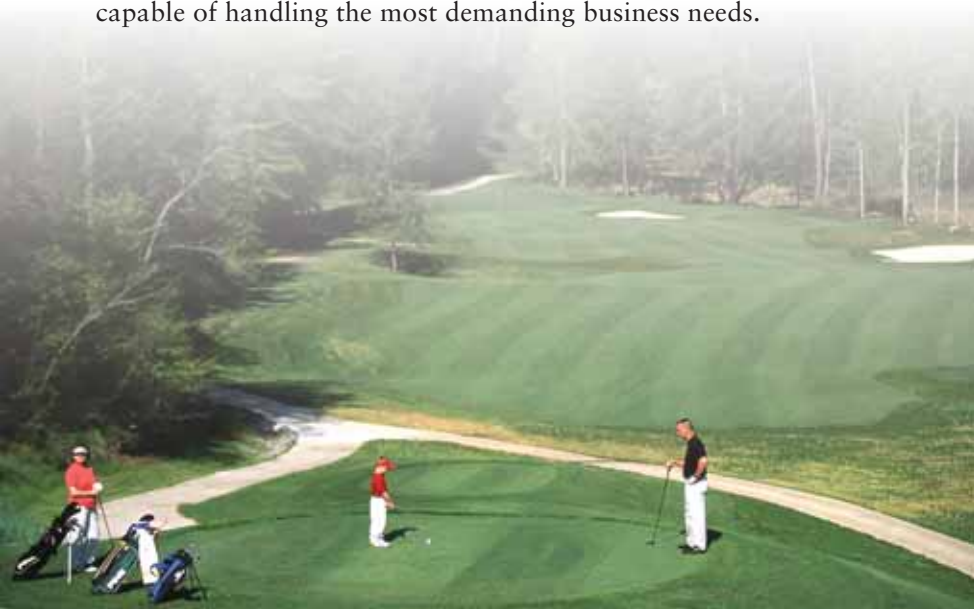


Location. It may be a cliché, but in business, as in real estate, location is everything. Other states may claim a central location, but Kentucky delivers. The state's borders are within 600 miles of 65% of the nation's population, personal income and manufacturing business establishments. Anchoring both the Midwest and the Southeast, Kentucky is at the highway crossroads of Canada-to-Florida Route I-75 and St. Louis-to-Norfolk Route I-64. The population center of the U.S.

east of the Rockies is located just northeast of Danville in central Kentucky, giving it easy access to all the main arteries connecting the eastern section of the U.S.

Networking. Not only is Kentucky served by a linkage of interstates, state parkways and railroads, but its location on both the Ohio and Mississippi Rivers allows for barge transport. It has three major airports, one of which — the Cincinnati/Northern Kentucky International Airport — consistently ranks among the nation's top five airports in independent passenger surveys. Finally, the presence of UPS makes the state a hub of commerce, as it's able to ship packages later in the day and still get them to their destinations faster.

Connectivity. Over the last two years, Kentucky has led the nation in the growth of broadband infrastructure and adoption, with 80% of households accessing broadband, and plans for full broadband deployment by 2007. ConnectKentucky — an alliance of industry, government and academia — is working to develop the most effective technological infrastructure. To date, the state's businesses are served by one of the most extensive telecommunications networks in the country, where fiber-optic, wireless, digital microwave and satellite technologies are integrated into a sophisticated infrastructure capable of handling the most demanding business needs.



Electrifying Power Rates.

Kentucky enjoys a tremendous competitive advantage in providing energy, natural gas and water. According to the U.S. Energy Information Administration, it has offered the lowest industrial electrical rates in America for the past five consecutive years, averaging \$0.033 per kilowatt hour (kwh) as compared to the national average of \$0.053 per kwh.

Since the state ranks third in the U.S. in coal production, it has an abundant local supply of fuels to help keep its utility costs low; its natural gas costs are extremely competitive; and its water supply, derived from the state's extensive network of lakes, rivers and streams, also helps keep utility costs down.

To ensure Kentucky's low-cost energy future, Governor Fletcher issued the state's first comprehensive energy strategy in 2005. It is focused on responsibly developing Kentucky's energy resources and maintaining a commitment to environmental quality.

Energetic Workforce. Kentucky's workforce continually outperforms the national average for productivity (the state ranks 20th among the 50 states in Gross State Product (GSP) per Wage), and its workforce training programs have been ranked among the top five nationally by site consultants across the country. The Bluegrass State Skills Corporation (BSSC), a part of the Cabinet for Economic Development, works in partnership with other employment and job training resources and programs to package a program customized to meet the specific needs of a company.

Modernization Plan Improves the State's Business Tax Model

No matter how low the cost of electricity or how energetic the workforce, CEOs seeking to relocate or do business in a state also look closely at how friendly (or unfriendly) the tax code is. And in that area, while Kentucky has been successful in attracting new and expanded business investment, its leaders wanted to jump ahead of the field.

That happened when the Kentucky Legislature created a more proactive, business-friendly tax modernization program.

"The new tax system builds on our successes to further encourage job growth, stimulate economic development and attract entrepreneurs who create better opportunities," says Fletcher, who spearheaded the tax changes.

Among the major changes affecting the business climate are the Kentucky Environmental Stewardship Act, which provides an income tax credit for the manufacture of environmentally preferred products; the Kentucky Enterprise Initiative Act (KEIA), which allows approved companies statewide a refund of sales and use tax on building materials and R&D equipment; the elimination of the corporate license tax; and reduction of the top income tax rate on corporations.

"The passage of Governor Fletcher's tax modernization plan by the General Assembly made Kentucky even more competitive in attracting jobs and investment to the state," says Strong. "It also opened the door for new industry sectors and technologies that will create further opportunities for the citizens of Kentucky."

Work Here 9 to 5, Live Here 5 to 9

The business climate in every state is enhanced by that state's quality of life. Kentucky ranks high in access to affordable housing, high-quality public schools, outstanding colleges and universities and cultural and recreational opportunities. In *Expansion Management* magazine's 8th annual "Quality of Life Quotient," Lexington garnered





VICTOR A. STAFFIERI

Chairman, CEO and President
E.ON U.S.

Victor Staffieri was named to his current position in 2001. He has 23 years of experience in the electric and natural gas utility industry.

Staffieri began his career as an attorney at Long Island Lighting Company in Hicksville, New York, in 1980. Prior to joining LG&E Energy Corp. (now known as E.ON U.S., the parent company of Louisville Gas and Electric Company and Kentucky Utilities Company) as Senior Vice President, General Counsel and Corporate Secretary in 1992, he held several management positions at Long Island Lighting, culminating in General Counsel and Secretary. Staffieri subsequently became LG&E Energy's Senior Vice President — Public Policy, and General Counsel; President, Louisville Gas and Electric Company; President, Distribution Services Division; Chief Financial Officer; and President and Chief Operating Officer before being promoted to his present position.

Staffieri has a bachelor's degree from Yale University, and a Juris Doctor from the Fordham University School of Law.

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five stars, the highest honor for metro areas, while four other areas — Bowling Green, Owensboro, northern Kentucky and the Henderson area — received four stars.

Bob Quick, president and chief executive officer of Commerce Lexington Inc., is justifiably proud of his city's exalted status.

"The mention of Lexington or the Bluegrass, even to those who have never been here, conjures images of fast horses, smooth bourbon and lush green countryside," he says, adding that while all that is true, Lexington's appeal is more than just beautiful images on a postcard.

Lexington ranks among the nation's elite, cited for excellence in business costs (Forbes.com), creativity ("Top 10 Most Creative Small Cities" list, *The Rise of the Creative Class*), access to health care (*Places Rated Almanac*), educational attainment (eighth nationally, ahead of Boston and M.I.T., U.S. Census Bureau) and opportunities for women (13th best in the nation, *Ladies' Home Journal*).

"In Lexington's case, it seems that success breeds success," says Quick.

The commonwealth's colleges and universities have also received national acclaim. Law schools at both the University of Kentucky and University of Louisville are ranked in the nation's top 100, while eight research areas at the UK College of Medicine are ranked in the top 20 National Institutes of Health for funding among departments at public institutions, with three in the top ten. Additionally, a number of the state's small liberal arts colleges were highly ranked in the 2004 *U.S. News and World Report* college issue, including Berea College, Asbury College, Kentucky Wesleyan University, Thomas More College, Centre College and Transylvania University.

The Arts: Interwoven Into the Fabric of Kentucky Life

If Governor Fletcher has been aggressive in promoting business, he has been equally aggressive in promoting Kentucky's natural and cultural assets, according to Commerce Secretary George Ward.

"Promotion of the arts and preservation of our historic and natural resources improve the quality of life for all Kentuckians," says Ward. "These assets provide unique tourism opportunities and contribute greatly to economic development."



Cultural opportunities abound throughout the Bluegrass State. Louisville's Speed Museum is considered one of the best art museums in the Mid-South, and its Actors Theater is Tony Award-winning. Berea is the site each spring and fall of the Kentucky Guild of Artists and Craftsmen's top-rated national crafts fair.

Paducah's Lowertown Arts District, a booming Ohio riverfront area, is partly driven by the city's artist relocation program, which offers 100% financing on housing loans and other subsidies for established artists willing to relocate. The historic Downtown and Lowertown areas have more than 20 galleries and studios, as well as restaurants, bed and breakfasts and museums focusing on everything from quilts to Paducah's river and railroad heritage.

Another of western Kentucky's communities, Bowling Green, has recently been added to the National Trust for Historic Preservation's 2006 list of "America's Dozen Distinctive Destinations." Bowling Green was one of 12 selected from 93 destinations in 39 states, based on strict criteria established by the National Trust, including well-managed growth, commitment to historic preservation, architectural significance, cultural diversity and an economic base of locally owned businesses.

The commonwealth's regional diversity — with nine distinct regions, from the Appalachians in the eastern part of the state to the rivers and lakes in the southern and western areas — allows for a wide variety of recreational activities, while its state park system, which includes 17 resort parks, more than 30 recreational parks and historic sites and one interstate park that is shared with the Commonwealth of Virginia, attracts millions annually.

Kentucky's natural beauty rivals that of any of the 50 states. The eastern region boasts the largest canyon east of the Mississippi River, while the Red River Gorge Geological Area has the largest concentration of natural arches east of the Rockies. Lake Cumberland in the southern part of the state has more shoreline than the coast of Florida, and nearly 2 million people a year from all over the world visit western Kentucky's 170,000-acre Land Between the Lakes National Recreation Area.

Tourism Helps Fuel the Economic Engine

When Daniel Boone crossed the Cumberland Gap into Kentucky in 1775, he knew immediately he had found something special: a land of mountains and shimmering lakes, lush forests, rolling hills and pastoral landscape as far as the eye could see. More than two centuries later, visitors still sense Kentucky's special qualities. And it's not just the sheer physical beauty of the

"During the next five years, the world will be coming to Kentucky. We'd like you to come as well."

ERNIE FLETCHER
Governor
Commonwealth of Kentucky





NICK NICHOLSON

President and Chief Executive Officer
Keeneland Association

Located in the heart of central Kentucky, the Keeneland Association is a rare combination of high-stakes commerce and genteel sporting tradition. From its inception in 1936, Keeneland was intended to be a special place — one that cultivates an enduring appreciation and respect for the Thoroughbred.

Keeneland plays an important role in both breeding and racing. As the world's largest Thoroughbred auction company, Keeneland is the premier marketplace for racehorses and breeding stock. Race meetings, held every April and October, offer some of the highest purses in North America and draw some of the world's best horses and horsemen. Keeneland offers a superior year-round training facility — including a five-eighths-of-a-mile-long training track that features Polytrack, a unique all-weather surface. Simulcasting of live racing from around the globe also is conducted year-round.

Unique in structure, Keeneland is a for-profit company with a not-for-profit mission. Earnings are reinvested in the operation in the form of higher purses for horsemen and capital improvements, with a substantial portion utilized for industry innovations and charitable contributions.

www.keeneland.com



Appalachians, the rolling hills of the Bluegrass, the pristine wilderness of the Daniel Boone National Forest and the spectacular underground caverns of Mammoth Cave National Park, but also the sense of history that lingers.

Tourism Commissioner Randy Fiveash believes this diversity is one of the reasons Kentucky appeals to CEOs scheduling a corporate retreat, as well as meeting and convention planners scouting locations for their events.

"We have everything that would make for an ideal meeting, convention or retreat," says Fiveash. "In addition to our metropolitan areas, we have a diversity of recreational options: the Bourbon Trail, horse country, Civil War historical sites, cultural gems such as Berea and Bardstown, and every kind of activity from golfing and horse racing to hiking, mountain biking and caving."

Conventions are big (and midsized) business in Kentucky's three major metropolitan areas. Louisville, with 1.6 million square feet of meeting space in its two convention centers, saw a total economic impact of nearly \$227 million for fiscal year 2004-05, according to Karen Williams, executive vice president of the Greater Louisville Convention and Visitors Bureau.

"We have a lot to offer meeting and convention planners," she says. "We have 4,000 downtown hotel rooms, with 2,300 of those connected by skywalks to the downtown center."

The three-county area serviced by the Northern Kentucky Convention and Visitors Bureau saw an economic impact of \$61.2 million in 2005 from meetings and conventions, reports Barbara Dozier, vice president of sales and marketing for the CVB. The convention business accounts for nearly a quarter of the total economic impact from visitor spending in the region.

Dozier feels that her region's greatest assets are location and size.

"We have daily nonstop European flights into our airport, which means that people can get here easily from most places in the world, and we can accommodate up to 3,000 people in our convention center," she says.

Lexington focuses on midsized meetings and conventions — "those in the 300- to 600-room category," notes Dennis Johnston, vice president of sales for the Lexington Convention and Visitors Bureau.

"We're not Chicago or Orlando," says Johnston, who booked 94 conventions in 2005, "and we don't want to be. The groups that we book all have one thing in common: they are looking for something different, and we can offer them something no one else in the world can. We have a niche market that we serve very well."

That niche market focus has helped Blue Grass Airport explode in growth. In mid-2005, it began yet another multimillion-dollar



The National Corvette Museum,
Bowling Green, KY



JOSEPH W. CRAFT III
President and Chief Executive Officer
Alliance Resource Partners, L.P.

Coal mining has long been one of Kentucky's most important industries. This year, Alliance Resource Partners, L.P., will be celebrating its 35th year of producing coal in Kentucky by committing \$125 million in new capital investments at our Kentucky operations. As Kentucky's largest coal producer, we are making these investments because we have found Kentucky offers a favorable business environment with outstanding people available to grow our company.

Keeping America competitive requires affordable energy. Our country's emphasis on reducing our dependence on expensive foreign oil, together with non-competitive natural gas prices, has clearly made coal the fuel of choice for electricity generation. Coal is the reason Kentucky's electricity costs are consistently ranked as the lowest in the nation; another great reason to invest in Kentucky.

Alliance Resource Partners looks forward to growing our partnership with the Commonwealth of Kentucky. We are proud to be a part of Kentucky's success.

We encourage others to come and join us.

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ALLIANCE RESOURCE
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construction project to meet increased passenger needs. Recognized as one of America's fastest-growing airports, it has also become a model for aviation security technology and air service development (it was the first airport in the country to offer free wireless Internet access terminal-wide).

The World Comes to Kentucky

Over the next five years, the Commonwealth of Kentucky will host the sporting world in a series of highly publicized national and international events, expected to pump hundreds of millions of dollars into the state's coffers.

The Kentucky Derby, the first jewel in Thoroughbred racing's Triple Crown, attracts horse owners, business tycoons and celebrities to Louisville's Churchill Downs the first Saturday of every May.

But before the 133rd running of the Derby takes place in May 2007, Churchill Downs will be the site of another world-class Thoroughbred racing event: the 2006 Breeders' Cup in November. The Breeders' Cup World Championship is the Super Bowl of Thoroughbred racing, with the MVP being the winner of the day's final and richest race: the \$4 million Breeders' Cup Classic.

In March 2007, Rupp Arena in Lexington will host the first two rounds of regional games in the NCAA men's basketball championship, while in 2008 hoop fans will give way to golf aficionados as the 37th Ryder Cup Championship comes to Louisville's Valhalla Golf Club from September 16 to 21.

The Kentucky Horse Park in Lexington, which annually hosts the Rolex Three-Day Event, an Olympic-level competition of dressage, cross country and stadium jumping, will make sporting history when the 2010 FEI Games, the world equestrian championships, come to the park. It will mark the first time the Games have been held outside of Europe. The FEI Games, along with the Ryder Cup, will be double-billed as the largest international sports events in Kentucky history.

Governor Fletcher perhaps voices the state's collective excitement best when he says, "Over the next five years, the world will be coming to Kentucky. We'd like for you to come as well."

Web Directory

Alliance Resource Partners, L.P.
www.arlp.com

Blue Grass Airport
www.bluegrassairport.com

Bowling Green, Kentucky
www.visitbgky.com
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E.ON U.S.
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Greater Paducah Economic Development Council
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Humana Inc.
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Keeneland Association
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Kentucky Commerce Cabinet
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Lexington Convention & Visitors Bureau
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